

# KAÏNA-COM

## TRAINING CATALOGUE

### Mobile Payment and Mobile Marketing

**Highlights the different approaches between developed nations and developing nations currently implementing more proprietary MNO driven solutions**



## KMO003 – Mobile Payment and Mobile Marketing

---

**Reference** KMO003

---

**Experience**

- Beginner
- Intermediate
- Advanced

---

**Duration** Training Program:

- 1 day

---

**Training Method**

- I: i-learning, individual training (web-based training)
- V: v-learning, virtual class

C: c-learning, classroom training

**KAÏNA-COM**

LE CARRÉ HAUSSMANN II,  
6 Allée de la Connaissance  
77127 Lieusaint - France

---

**Price** 688,50 € HT

---

**Prerequisite** Basic knowledge of cellular technology.

---

**Audience** R & D and marketing staff from companies working in the cellular industry.

---

*Continued on next page*



## **KMO003** – Mobile Payment and Mobile Marketing, Continued

---

### **Objective**

This course illustrates the complexity and diversity of the mobile payments market. In particular, it highlights the different approaches between developed nations focusing on solutions utilizing existing banking infrastructures and developing nations currently implementing more proprietary MNO driven solutions. During the course, key challenges to market development are explained. The course is therefore of particular value to anyone wanting to obtain a high-level picture of the present market state.

---

*Continued on next page*



**Nos locaux**  
KAÏNA-COM France  
LE CARRÉ HAUSSMANN II  
6 Allée de la Connaissance  
77 127 Lieusaint



**Contact**  
+33(0)9 50 20 91 64



**E-mail**  
info@kaina-com.fr



**Site Internet**  
www.kaina-com.fr

## KMO003 – Mobile Payment and Mobile Marketing, Continued

### Course Contents

Course Contents :

Table 1: KMO003 - Course Contents

Chapter	Description
<b>Introduction</b>	<ul style="list-style-type: none"> <li>• Introduction</li> </ul>
<b>Mobile Commerce Marketplace</b>	<ul style="list-style-type: none"> <li>• Environmental Scan</li> <li>• Three waves in mobile financial services</li> <li>• Mobile Banking</li> <li>• Mobile Payments</li> <li>• Mobile Marketing</li> </ul>
<b>Evaluation of the Technical Channels Available on the Mobile Phone</b>	<ul style="list-style-type: none"> <li>• Voice</li> <li>• SMS</li> <li>• Mobile Browser</li> <li>• NFC</li> <li>• Proprietary Software Applications</li> <li>• Motivations and positions taken by wireless carriers</li> </ul>
<b>Mobile payments fundamentals</b>	<ul style="list-style-type: none"> <li>• Funding Source</li> <li>• Access Technology</li> <li>• Access Tokens</li> </ul>
<b>Stakeholder Perspectives</b>	<ul style="list-style-type: none"> <li>• Consumers</li> <li>• Payment Card Associations</li> <li>• Mobile Carriers</li> <li>• Mobile Phone Manufacturers</li> <li>• POS Device Manufacturers</li> </ul>

*Continued on next page*



## KMO003 – Mobile Payment and Mobile Marketing, Continued

---

### Course Contents, continued

Chapter	Description
<b>Emergence, Growth and Threat of Contactless Payments</b>	<ul style="list-style-type: none"><li>• Emergence, Growth and Threat of Contactless Payments</li></ul>
<b>The End</b>	<ul style="list-style-type: none"><li>• Summary</li><li>• Q&amp;A</li><li>• Evaluation</li></ul>

---

